



Sun Block for Your Car*

BLOCK-IT* Fabric EVOLUTION*

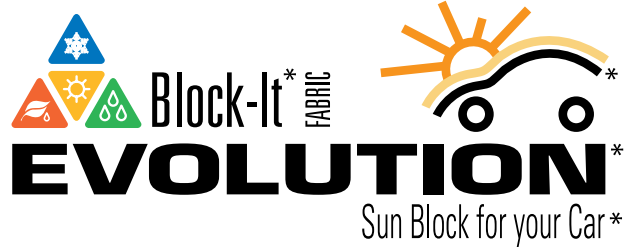
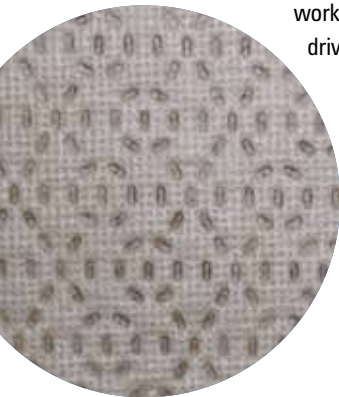
You protect your skin from the sun's harmful UV light. Shouldn't you protect your car, too? The fact is that UV rays can cause significant damage to your vehicle's finish and interior. That's why BLOCK-IT* EVOLUTION* was developed.

Apparel textiles have standards for quantifying sun protection for skin – an ultraviolet protection factor (UPF) rating. A UPF rating indicates how much UV radiation is absorbed by a fabric. For example, a fabric with a UPF rating of 20 allows 1/20 of hazardous UV radiation contacting the surface of the fabric to pass through it.

BLOCK-IT* EVOLUTION* provides a UPF rating of 180!*

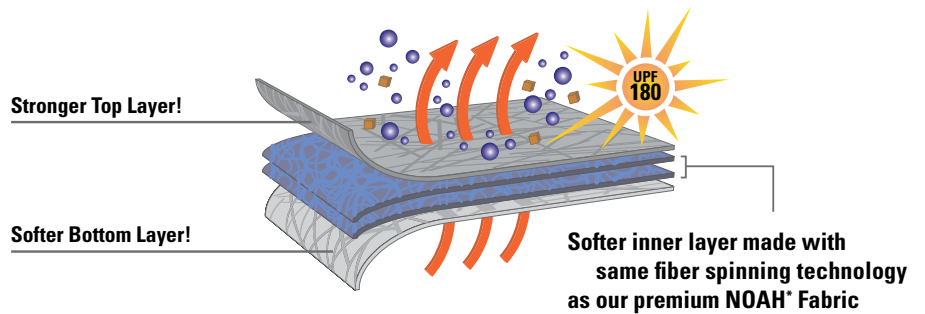
It blocks up to 99% of the sun's harmful rays, not just when it's new but over the life of the car cover. This means outstanding protection for your vehicle at work, at the airport, or in your driveway.

Not all car cover fabrics block enough UV light to be classified as sun protective. Insist on EVOLUTION* Fabric for sun block that keeps your car fully protected.



An inside look at EVOLUTION* protection

Four different protective layers provide a strong, flexible, drapable car cover with an excellent barrier characteristics and breathability.



EVOLUTION* Blocks 99% of UV Rays 2 Ways

- Fabric construction: Thickness and pore size are critical parameters for increasing UV resistance. EVOLUTION* has four layers of protection: two layers consist of microfibers.
- Finishing: Kimberly-Clark uses a unique two-part UV protection system: UV blocking and UV inhibiting chemistries. This is the same type of chemistry found in clear coat paint for UV protection.



Why Your Car Needs The Superior UV Protection Of EVOLUTION*

Automotive coatings are exposed to a variety of aggressive environmental agents, including:

- Moisture
- Acid rain
- Extreme temperatures
- Ultraviolet light

Weathering studies² show that UV light can cause significant damage to a vehicle's finish. UV rays can also damage the interior of your vehicle, causing cloth, vinyl, plastic and leather to fade and/or crack.

What Is UV Radiation?

There are three types of UV radiation:

UV-A – least severe, may cause damage

UV-B – causes most damaging effect

UV-C – does not enter Earth's atmosphere

How Does UV Radiation Affect Automobile Paint?

Gloss curves confirm that UV radiation below 300nm (UV-B radiation) not only promotes premature cracking, but also greatly accelerates gloss reduction².

UV Radiation degrades the binder of paint causing it to chalk, erode and lose color vibrancy. UV light causes loss of adhesion between clear coat and basecoat, and oxidizes the basecoat.

If your vehicle is parked in an area where it is exposed to sunlight, take action to protect it – with an EVOLUTION® Fabric car cover.



For additional product information, go to www.block-it.com